

Rep Order# 9780239	Ver# 5	Status Revised	Traffic Order# 31161	Printed: 08/15/2012 11:09 AM	I of 2
EC'd Yes				Last Received: 08/15/2012 10:51 AM	
				Showing Buylines: All Rep & Sta Revised Lines	

Station WWSB-TV SARASOTA,FL	Agency () GMMB	Rep Firm
Advertiser () POLITICAL	3050 K ST NW	Sales Office () WASHINGTON
Product OBAMA FOR AMERICA	WASHINGTON, DC 20007	Salesperson () BRAD PHILIPPS
Estimate# 1523	Agency C/P1/P2/E 95/101/1523	
Buyer Katie Keuleman	Flight Dates 08/14/2012 - 09/03/2012	Salesperson Phone# 202-955-5342
Phone#	Hiatus Weeks	Salesperson FAX# 202-955-5348
Fax#		

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

MG FOR LN 7 2X 8/16 SHOWN ON LN 8

PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*7	TH-F	7A-9A	GMA	:30	\$400.00	08/16-08/17	0	0	0	\$0.00	
				[MKGD FOR SPOTS MISSED ON LN #1: 8/17(1/WK)]								
				[MADE-GOOD BY LINE(S) 8]								
				V5 Effective Dates Changed								
	*8	F	9P-11P	20/20	:30	\$800.00	08/17-08/17	1	1	1	\$800.00	
				Sales Remark: V5 MG FOR LN 7 2X 8/16								
				[MKGD FOR SPOTS MISSED ON LN #7: 8/16(2/WK)]								
				V5 Added								

---REPORT TOTALS---

Report Totals: 1 / \$800.00

---SALES MONTHLY TOTALS---

Aug 12: 22 / \$9,600.00 Sep 12: 14 / \$6,000.00

Sales Totals: 36 / \$15,600.00

Station Totals: 36 / \$15,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$655,462	CABL	0%	WBSV	0%	WFLA	24%	WFTS	11%
		WTOG	0%	UNKN	0%	WTVT	30%	WWSB	2%
				WTSP	26%				

Books	null
Demos	RA35+